GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2707
ANSWERED ON:01.08.2002
DD COMPETITION WITH PRIVATE CHANNELS
RAMJI MANJHI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the plan targets submitted by her Ministry for Ninth Plan was reducedfrom Rs.6134.95 crore to Rs.2843.05 crore by the Planning Commission;

(b) if so, the effects by the downward revision of plan targets in countering the competition posed by private broadcasters;

(c) whether the Doordarshan has gone beyond the private channels which have become more popular with the masses; and

(d) if so, the steps taken by her Ministry to regain the lost viewers and to make DD more favourable over the other channels?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a): Yes, Sir.

(b) & (c): The reduction in the Plan allocation resulted in revision of Plan targets.However, Doordarshan made all efforts to expand its coverage. DD-I network coverage was expanded from 86.9% of the population and 71.6% of the area of the country (as on 1.4.1997) to 89.6% and 77.5% respectively, at the end of the 9th Plan. Doordarshan is a public service broadcaster and covers many genres and themes in its programmes, while private satellite channels are primarily driven by commercial considerations.

(d): Doordarshan has taken various steps to enhance its viewership by revamping its formats, concentration and approach. Doordarshan is augmenting the infrastructure for production and removing the procedural bottlenecks, thus facilitating the process, for production of quality programmes.